MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

DCS5148 Introduction to Information Systems

(For Diploma Students Only)

1 MARCH 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT :

1. This question paper consists of 7 pages.
2. There are **2** sections in this booklet.

   For **SECTION A**: Answer **ALL** questions on the OMR sheet provided.

   For **SECTION B**: Answer **ALL** questions in the answer booklet provided.

Section A: Multiple Choice Questions (Total: 40 Marks)

Instruction: Please shade your answers on the OMR sheet provided.

1. Typical organizational problems include the following **EXCEPT** _____.
   A) changes in the business environment
   B) outdated business processes
   C) slow Internet connection
   D) unsupportive culture

2. The three interrelated changes that are affecting companies worldwide include the following **EXCEPT** _____.
   A) growth of "cloud computing"
   B) the mobile digital platform
   C) growth of "big data"
   D) changes in employee attitude

3. Which of the following is one of the major reasons for businesses to invest on information technology and information system?
   A) Decrease competitive advantages.
   B) Achieve operational excellence through higher levels of efficiency and productivity.
   C) Increasing costs by increasing customer and supplier intimacy.
   D) Reduce the number of decision makings for managers and employees.

4. An accounting firm that must invest in a new information system in order to comply with federal laws is investing to achieve which of the following business objectives?
   A) Survival.
   B) New products and services.
   C) Improved decision making.
   D) Customer intimacy.

5. The average number of movie tickets sold at a particular cinema is an example of _____.
   A) input
   B) feedback
   C) information
   D) data

6. Making customers aware of the product and brand is an activity associated with the _____ function.
   A) human resources
   B) sales and marketing
   C) manufacturing and production
   D) finance and accounting

7. What are the three principal levels of hierarchies within a business organization?
   A) Senior management, middle management, and operational management.
   B) High level management, medium level management, and low level management.
   C) Senior management, junior management, and workers.
   D) Top management, knowledge workers, and bottom management.

8. Engineers, architects and designers are examples of _____.
   A) service workers
   B) data workers
   C) production workers
   D) knowledge workers

Continued...

9. Which of the following statements about business processes is **FALSE**?
   A) Logically related set of tasks that define how specific business tasks are performed.
   B) All processes are tied to functional area.
   C) Information systems can automate many steps in business processes that were formerly performed manually.
   D) Every business can be seen as a collection of business processes.

10. Which of the following systems are designed to support organization-wide process coordination and integration?
   A) Enterprise applications.
   B) Customer relationship management systems.
   C) Supply chain management systems.
   D) Knowledge management systems.

11. Petronas, Petron and Shell may be least concerned about which of these competitive forces?
   A) Product differentiation.
   B) Traditional competitors.
   C) Low number of suppliers.
   D) New market entrants.

12. Mydin's or Giant's continuous replenishment system allows it to do all of the following **EXCEPT** _____.
   A) provide mass customization
   B) transmit orders to restock directly to its suppliers
   C) keep costs low
   D) better meet customer demands

13. Which of the following illustrates the use of information systems to achieve product differentiation?
   A) Nike's use of information systems in selling custom, made-to-order shoes directly to customers.
   B) Dell's use of information systems to facilitate direct access from suppliers to production schedules.
   C) Tesco's use of information systems to produce products and services at a lower price than competitors.
   D) Tune Hotel's use of information systems to analyze detailed data on guests to determine each guest's profitability.

14. To what competitive force did Nokia phones succumb?
   A) Positioning and rivalry among competitors.
   B) Low cost of entry.
   C) Substitute products or services.
   D) Increased bargaining power of customers.

15. The Internet raises the bargaining power of customers most effectively by _____.
   A) creating new opportunities for building loyal customer bases
   B) making more products available
   C) making information available to everyone
   D) lowering transaction costs

Continued...

16. What does it mean by ubiquity when describing about e-commerce?
    A) E-commerce technology permits commercial transactions to cross cultural and national boundaries.
    B) E-commerce technology allows personalized messages to be delivered to individuals as well as to groups.
    C) E-commerce technology is available everywhere and anytime.
    D) E-commerce technology reduces information costs.

17. Advertising online can integrate video, audio and text messages into a single marketing message. Which of the following **BEST** describes the e-commerce technology?
    A) Personalization/customization.
    B) Richness.
    C) Interactivity.
    D) Information density.

18. Information _____ exists when one party in a transaction has more information that is important for the transaction than the other party.
    A) transparency
    B) asymmetry
    C) complexity
    D) discrimination

19. Nike sells their products in sport stores but customers can also purchase Nike's product online. The elimination of the middleman is called _____.
    A) disintermediation
    B) business process reengineering
    C) market segmentation
    D) dynamic pricing

20. Which of the following type of e-commerce adopted by eBay?
    A) G2C.
    B) C2C.
    C) B2B2C.
    D) collaborative commerce.

21. New Straits Time online charges a fee for access to some or all of it offerings on a continual, regular basis. Which of the following revenue models does this refer to?
    A) Subscription.
    B) Advertising.
    C) Transaction fee.
    D) Sales.

22. Which of the following is **NOT** an element of the business intelligence environment?
    A) Infrastructure.
    B) Data.
    C) Customers.
    D) User interface.

23. Which of the following would be a typical production report for an organization's financial division?
    A) Supplier information.
    B) Cash flow.
    C) Customer credit.
    D) Sales information.

24. Which of the following systems would help banks identify the **BEST** locations for their ATM terminals?
    A) Group Decision Support System.
    B) Geographic Information System.
    C) Expert System.
    D) Enterprise Content Management System.

Continued...

25. All of the following are dimensions of a firm's performance that are measured in the balanced scorecard method **EXCEPT** _____.
A) financial
B) customer
C) business process
D) resources

26. Which of the following types of business intelligence users is considered a power user?
A) Business analysts.
B) Customers.
C) Suppliers.
D) Senior managers.

27. The systems design step comes before _____.
A) implementation
B) conversion
C) a feasibility study
D) requirements analysis

28. _____ is defined as a preliminary model built rapidly and inexpensively.
A) Prototype
B) End user development
C) Mobile application development
D) Rapid application development

29. Which of the following does **NOT** describe end user development?
A) End users create simple information systems with little or no assistance from technical specialists.
B) Use user-friendly query, reporting, graphics, Web site development, and PC software tools to develop information systems.
C) Often leads to higher level of user involvement and satisfaction with systems.
D) Oldest method for building information systems.

30. All of the following are the principal methodologies for modelling and designing systems **EXCEPT** _____.
A) Gantt Chart
B) computer-aided software engineering
C) object-oriented development
D) structured methodologies

31. Application of knowledge, skills, tools, and techniques to achieve targets within specified budget and time constraints is referred to as _____.
A) project management
B) structured methodologies
C) feasibility study
D) risk analysis

32. _____ refers to all of the methods, policies, and organizational procedures that ensure the safety of the organization's assets, the accuracy and reliability of its accounting records, and operational adherence to management standards.
A) Legacy systems
B) SSID standards
C) Vulnerabilities
D) Controls

33. An independent computer program that copies itself from one computer to another over a network is called a _____.
A) worm
B) Trojan horse
C) bug
D) pest

Continued...

34. Redirecting a web link to a different address is a form of _____.
A) snooping
B) spoofing
C) sniffing
D) war driving

35. _____ are small programs that install themselves surreptitiously on computers to monitor user's Web surfing activity.
A) Legacy systems
B) SSID standards
C) Vulnerabilities
D) Spyware

36. Application controls include all of the following **EXCEPT** _____.
A) input controls
B) processing controls
C) output controls
D) execution controls

37. Claim of individuals to be left alone, free from surveillance or interference from other individuals, organizations, or state is **BEST** described as _____.
A) privacy
B) control
C) patent
D) copyright

38. In the information age, the obligations that individuals and organizations have concerning rights to intellectual property fall within the moral dimension of _____.
A) property rights and obligations
B) system quality
C) accountability and control
D) information rights and obligations

39. All of the following are current key technology trends raising ethical issues **EXCEPT** _____.
A) data storage improvements
B) data analysis advancements
C) increase in data quality
D) increase in use of mobile devices

40. The use of computers to combine data from multiple sources and create digital records of detailed information on individuals is called _____.
A) profiling
B) phishing
C) spamming
D) targeting

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Section B: Structured Questions (Total: 60 Marks)

Instruction: Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) Define an information system. Describe the inputs, processing, and outputs of a point of sale system used at a supermarket store.

(7 marks)

b) Discuss the **FOUR** major types of systems typically used to make an organization successful.

(8 marks)

[TOTAL 15 MARKS]

QUESTION 2

a) List the **FOUR** external forces in the Porter's Competitive Force Model. Explain how information systems help companies deal with the external forces.

(10 marks)

b) Describe the use of personalization and customization in e-commerce.

(5 marks)

[TOTAL 15 MARKS]

QUESTION 3

a) Distinguish between the **THREE** different types of decisions made at the different levels of management in an organization.

(6 marks)

b) As a Marketing Manager at Levi Strauss & Co., you are in charge of product branding and customer communication. Describe how each of the four stages in the decision-making process can be applied to this decision. List **TWO** information systems that can be used to aid the decision-making process.

(9 marks)

[TOTAL 15 MARKS]

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QUESTION 4

a) Define what is prototyping and list the four-steps model of the prototyping process.

(5 marks)

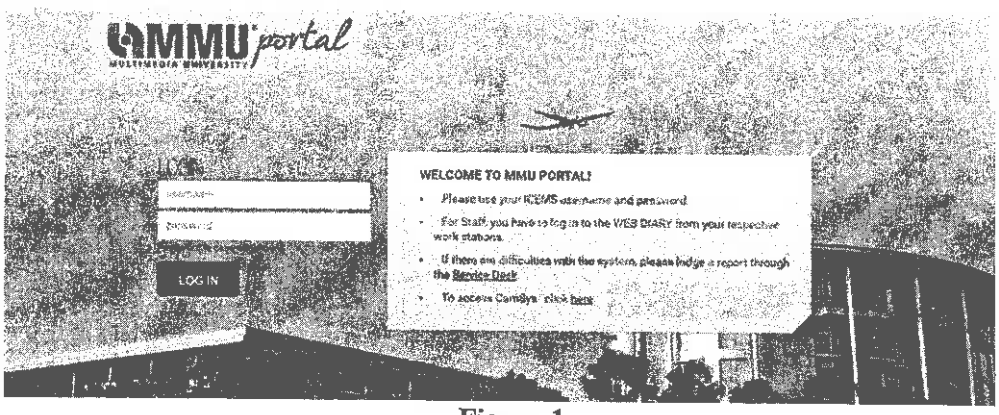
MMU portal
MULTIMEDIA UNIVERSITY
LOG IN
WELCOME TO MMU PORTAL!
Please use your KEMS username and password
For Staff, you have to login to the WEB DIARY from your respective work stations
If there are difficulties with the system, please lodge a report through the Service Desk
To access Camsys click here

Figure 1

b) Figure 1 shows one example of authentication method. List any **FIVE** types of authentication method and give **TWO** examples of application for each method.

(10 Marks)

[TOTAL 15 MARKS]

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